

# Carbon Literacy for Travel and Tourism

26 June 2024

ABTA, 30 Park Street, London, SE1 9EQ



## Agenda

09:30 **Registration, tea and coffee**

10:00 **Welcome and housekeeping**

**Moderator: Carol Rose**, Head of Sustainability, **ABTA**

10:05 **Setting the scene: a destination's perspective**

*Insight into the wider content of climate change and impact on a destination's ecosystem and biodiversity.*

10:25 **ABTA's sustainability work**

- Including ABTA's Tourism for Good roadmap

10:45 **Climate change impact, international and UK policy and goals**

- Recap on Paris Agreement and COP27 outcomes
- UNWTO Glasgow Declaration

11:05 **An introduction to climate change**

- Basic science of climate change:
  - Greenhouse effect
  - Greenhouse gas emissions
  - Weather vs climate
- Where are we now? The scientific consensus
- Glossary of terms and definitions

11:25 **Tea and coffee break**

11:50 **Impact of travel on climate change and vice versa**

- Travel and tourism sector emissions
- Cost of delay
- Travel and tourism's contribution to the sustainable development goals
- What is the travel industry currently doing?
- Glossary of terms (reminder)
- What's next?

12:20 **Practical session: how to understand and calculate your own impact**

*Attendees will participate in practical exercises in groups*

- Carbon Scopes Green House Gas (GHG) Protocol and travel examples across supply chain
- What are your experiences?
- Carbon calculators

13:10 **Lunch break**

14:00 **Industry examples**

*Short interactive industry case studies of change and examples of how businesses can sustainably maximise the positive impact of tourism. Followed by Q&A.*

14:30 **Spotlight on energy efficiency**

*Tips and brainstorming in peer groups around reducing energy costs and reducing UK businesses' energy use.*

15:00 **Tea and coffee break**

15:20 **Panel discussion: communicating sustainability internally and externally**

- Consumer sentiment insights
- Internal communication approaches
- CMA's Green Claims Code

16:00 **Peer discussion: steps travel businesses are taking both in the UK and in destination**

*Attendees will have the opportunity to discuss in groups the impact of climate change and put into context achievable and actionable steps that travel businesses can make.*

**Facilitated by Carol Rose**, Head of Sustainability, **ABTA**

16:30 **Attendee evidence provision of carbon literacy**

16:45 **Close of day**

Accredited by

**Carbon Literacy Project**



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## About the event

Accredited by the Carbon Literacy Project, ABTA's one-day event will provide an overview and guide to the definitions and goals surrounding carbon and climate change. Tailored for the travel industry, and developed in association with the Carbon Literacy Project, you will gain an understanding of climate goals, how they are applied to travel, how businesses are affected and how to use this knowledge to inform your personal and professional strategies, including communication.

Sustainability and climate change goals are at the forefront of Government, consumer, and businesses minds. Attend this one-day seminar to gain an understanding of how climate change will affect businesses and individuals through learning about key definitions, **carbon terminology** and **climate goals**.

Get a basic introduction to the science behind climate change and current climate change goals affecting industries in the UK. Ensure you are up to date on the current carbon landscape, including a recap on the Paris Agreement and the UN Framework Convention on Climate Change and travel specific initiatives including The UNWTO Glasgow Declaration. Explore the impact of travel on climate change and how our sector sits alongside all other industries.

Understand key carbon terminology including offsetting, reduction, and Carbon Scopes Green House Gas (GHG) Protocol. Consider the impact of the travel industry on carbon emissions and initiatives including biofuels and the role they could play in our sector.

At the end of 2021 the Competitions and Markets Authority (CMA) announced it would be publishing a Green Claims Code to protect consumers from misleading environmental claims amidst concerns over 'greenwashing'. Hear from a travel lawyer on the Green Claims Code and ensure your communication, marketing and product practices are compliant.

Learn about current consumer sentiment towards sustainable travel and explore with industry peers how to **communicate carbon effectively for your brand**.

## Benefits of attending

- Gain a broad understanding of climate change and the impact of our sector on carbon emissions.
- Learn about the key carbon terminology and definitions to give you a foundation to build further knowledge.
- Understand the tools and support available from ABTA and the wider industry.
- Network and discuss common challenges with industry peers and sustainability experts.

## Who should attend?

The event is ideal for anyone working within a travel business who would like a broad overview of climate change and carbon.

## Prices

ABTA Member / ABTA Partner*	<b>£259 plus VAT</b>
Non Member	<b>£399 plus VAT</b>

*This includes lunch and refreshments throughout the day, all delegate materials, presentations and an attendee certificate.*

*\*To qualify for the ABTA Member/Partner discount you must have a current ABTA Member/Partner number or your application must be in progress when the event takes place. For details on becoming an ABTA Member or Partner visit [abta.com/join](https://abta.com/join)*

## Group booking discounts

Book **three places** and get **50% off the third place**  
*This discount will be automatically applied when you book online.*

**If you are looking to book for a larger group please contact [events@abta.co.uk](mailto:events@abta.co.uk) for a bespoke discount.**

## Upcoming events

### Delivering Sustainable Travel Conference

15 May 2024, Central London

**REGISTER NOW!**